

## UNIVERSITY MISSOURIAN

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## CLEAN ADVERTISING.

Clean advertising means advertising that is free from fraud or misrepresentation. Much publicity in the past has been given over to extravagant statements and blatant assertions which on their face bore the marks of falsehood. Little attention was given to the merits of the article advertised, endeavor being centered on making the advertisement "sound big."

The better class of newspapers saw the need for a change in advertising policy and began to discriminate as to the advertising that appeared in their columns. Not only was the public being imposed upon, but the fraud advertising was detrimental to the legitimate advertising. When the fraud was exposed the public was disposed to look askance at all advertising.

Under the new policy the honest advertiser does not have to place his advertising alongside the display of some flamboyant get-rich-quick scheme. Neither is it sandwiched in among a lot of patent medicine advertising that proclaims the curative qualities of nostrums largely alcohol.

Clean advertising is honest advertising—so honest that there is no possibility of misleading the buyer. The advertisers as well as the newspapers are recognizing the possibilities of this kind of advertising and are dropping superlatives from their advertising copy.

The advertising boom-days have passed and the business is settling into the channels of honest earnest endeavor.

If the simplified spelling board really wants to do something that will be appreciated by everyone let them reduce the names of some of those towns found in war despatches to pronounceable proportions. Przasnysz, for example.

## OUR MAIL ORDER BUSINESS.

It is a conservative estimate that the mail order business in Columbia and its vicinity is about \$120,000 a year. That sum is sent out of the city annually to firms who care absolutely nothing about Columbia other than get the cash. These firms pay no taxes, donate to no charity, build no streets nor roads in and around Columbia.

The business man is the backbone of a town. Particularly is this true of Columbia's business men. They are progressive, far sighted and competent. To make their city a larger, better place is their aim. They are interested in every thing pertaining to Columbia and its citizens. They strive hard to serve the needs of Columbia.

Now if the patrons of the mail order houses would recognize that every dollar sent out of their city makes the town just so much poorer, and that they pay the price in the long run in the way of cheaper property, wages, and a town that is not quite as good as it could have been, they might spend their money at home. It is not a question of value, for it is a well known fact that the mail order goods cost just as much as the same article purchased at home. The buyer does not figure the incidental costs such as freight, money orders, time in purchasing mail order goods. The price is so often quoted in odd cents which seem so much cheaper than round numbers.

Possibly the largest factors in the mail order business are the false notion of prestige and the force of habit. So many persons like to get mail and packages, that it seems to tickle their vanity. Then so many have or-

dered from a firm so long, that it is a force of habit, which is hard to break. The big red catalog comes every year and of course they must look it over, a temptation which is hard to overcome.

## IF WE COULD SETTLE WAR.

War with all its bloodshed and horrors would not be so bad, if the men on the firing line would be the ones who would profit by the ultimate settlement of the difficulties. But in many instances, as is now the case in Europe, possibly the major portion of the men in the trenches can't give a good reason why they are fighting. And furthermore, they know that in the end, they gain absolutely nothing.

Then why do they fight? Patriotism, loyalty to some monarch, who has everything to gain and often little to lose. Should the tide of war go against the two monarchs of the Triple Alliance—will they be legless, crippled, homeless, drawing a meagre pension? No, they will live in luxury just the same. The soldiers will go back to their scant farms and pay the taxes, war indemnities and bear the burden. While the monarchs will feel no pinch of poverty, no discomforts—except possibly the humiliation, which comes with the reduction of having been a monarch of a first to a second class nation.

If we could settle war; we would have the warring monarchs assemble on some vacant spot, and there with sabres and artillery fight out their own quarrels. We would say to them; it is you who ultimately gain or lose in the game of war. Hence, it is only just that your victories be purchased with your own blood. May the best man win.

## The Open Column

The N. C. Field Prize.

Editor the Missourian: The Field prize of \$100 for the best poem by a University student, is the biggest literary prize in the University. Why should it be given for verse? Why not award it for good prose?

So few persons attempt verse. Last year there were twenty-eight competitors for the prize. Only twenty-eight students out of 2,791 were willing to try for \$100!

When verse is attempted it is comparatively poorer than prose. For three years, the prize was not awarded at all. The ordinary student knows nothing whatever about the technicalities of verse. If the prize is to be awarded for verse, why not make the course in English versification a requirement following freshman English?

Even if he knows the technical make up of verse, when the student begins to write it, he must sacrifice thought to technique in such a fashion that when his verse is finished, he himself can scarcely pick out his original purpose from the heap of mechanically stressed words.

It takes much longer to write mediocre or bad verse than it does to write fairly good prose. The Spenserian stanza was a favorite verse form in last year's contest. It takes the average student hours to write one of these nine line stanzas. To be sure, it might take several hours to write nine lines of good prose, but the point is, nine lines of prose written in several hours would probably be far superior to the same amount of verse written in the same length of time.

The student might write verse that would win the prize, and still never write another line. It is scarcely conceivable that one could write a piece of prose worth \$100 and never write another piece.

When the verse is finished, even should it take the prize here, it is pretty safe to say that it would be impossible to find a market for it anywhere else. A piece of prose worth \$100 here would be worth it many places on the market, and a piece of prose not worth the sum here, might be worth something in some markets.

As it is, if the student does not win the prize, he has only the memory of numberless hours of hard mental labor, and perhaps a slightly increased vocabulary to comfort him.

Why could not the Field prize be given for prose?

## CHARITY PATIENT FOR COUNTY

Court Orders Care of Mrs. Walter Veal at Parker Memorial Hospital.

On a petition from the secretary of the Charity Organization Society the county court Friday authorized the sending of Mrs. Walter Veal to the Parker Memorial Hospital as a county patient.

Mrs. Veal has been ill at her home three weeks. Her husband, who has been employed at the shoe factory, is now out of work and is unable properly to care for her at their home.

## The Literary Trawler

Winter had passed: the crescent Year rejoiced  
In blissful adolescence of the Spring;  
And like a stranger unto tenderness,  
Feeling sweet First Love warm his heart of stone,  
She thrilled and tingled through her frozen clods  
When April, her boy-lover, pierced her soul  
With the keen, quivering joy of youth's first kiss.  
Earth's cornucopia overflowed with sweets:  
Buckeyes hung red and orange sprays: the phlox  
Lifted her purple clusters: violets peeped  
Through withered masses of last year's leaves.  
Lovely as ever. Under shady woods,  
Green mandrakes, like a pigmy grove of palms,  
Made canopies for dances of the elves:  
Exhaling sweet aroma, censer-like,  
Cream-white Coronas of Magnolias reared.  
From antennal cells the chrysalis, Transfigured as a butterfly, came forth  
Seraphic in celestial blue and gold.  
Fleet-footed zephyrs through the bloomy haunts  
Of tangled vines tripped laughingly: wild birds  
Warbled melodious lays through all the woods,  
And rivulets from icy fetters freed.  
Meandered, babbling songs of liberty.  
—Walter Malone in Hernando DeSoto.

## One Good Story

The Mother and the Child.

Today, judging by what one sees and hears all around one, the assumption would seem to be that the mother—just the mother as such, very especially the poor mother—is the last person in the world in whom knowledge of children and of things appertaining to children is to be expected, or to whom the uninterrupted and uninterfered with care of them is to be entrusted.

The Child today is Everybody's business; a business which Everybody,

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finding him or her self unable to attend to personally, is apt to delegate to committees—to committees not infrequently consisting almost entirely of spinsters. "Soon," cried a much badgered and indignant working-mother to a lady visitor, who had called to inquire after the condition of her little ones' teeth, or ears, or nightgowns, or feeding-bottles, "soon you will allow us to have nothing to do with our own kids but bringing 'em into the world."  
"I shouldn't be at all surprised if that were so," responded, more truthfully than tactfully, the lady visitor.—From "Essays by Hubert" by Hubert Bland.

## THE NEW BOOKS

Problems of Boyhood.

Eight years ago in the Hyde Park branch of the Young Men's Christian Association of Chicago a boys' club was started and was known as the Discussion Club. Its members were boys of high school age, and they met each week for a discussion of their own problems of life. The movement has continued with growing success, and from it Franklin Winslow Johnson, principal of the University High School, has written a book, "The Problems of Boyhood." This is a book for the boys to read and study themselves. It is a text in ethics, taking up the very things talked about in the club, such as custom, habit, honesty, gambling and betting, slang and profanity, liquors and tobacco, self-control, clubs and fraternities, and the choice of a life work. Each chapter is short and is followed by a list of topics for discussion. (University of Chicago Press, Chicago; 130 pages, cloth; \$1 net.)

## ARROW SHIRTS

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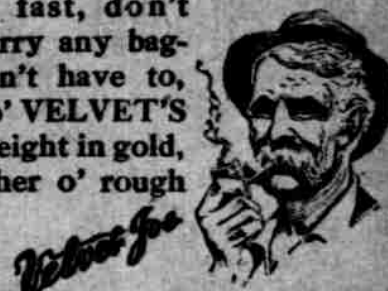
## THEY WOULD IMPEACH MAYOR

Indianapolis Executive Charged With Attempting to Bribe Councilmen.

By United Press.  
INDIANAPOLIS, Mar. 1. — Impeachment proceedings seeking the

removal of Mayor Roberts, one who was indicted by a federal grand jury on election fraud charges, were prepared today following the affidavit of councilmen that he tried to bribe them.

THE man who expects to go far an' fast, don't want to carry any baggage he don't have to, but a pipe o' VELVET'S worth its weight in gold, as a smoother o' rough roads.



10 cents isn't much to pay for a tin full of the fragrance, the aged-in-the-wood mellowness, the slow-burning, rich satisfaction of VELVET. This Smoothest Smoking Tobacco comes also in 5c metal-lined bags.

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